

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP OF DESIGN,
FABRIC AND SEAM
IN DEVELOPING BODY CONTOURING JEANS**

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Dissertation submitted in partial fulfilment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledged that I have been supplied with the academic rules and Regulations for Post Graduate, Universiti Teknologi Mara, regulating the conduct of my study and research.

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ABSTRACT

Most Malaysian women who have curvier lower torso area, wish to tighten up the hips to enhance the overall shape. However, many Malaysian women encounter difficulty in finding form fitting jeans that flatter their body shape and smooth out the problematic areas. This study analysed the relationship of fabric, seam and design towards designing body contouring jeans. Hence, examining the potential of body contouring jeans that accentuates their figures besides being stylish and comfortable for daily wear. Post test was conducted whereby 12 respondents having pear type body shaped were interviewed using structured questionnaires. The statistical data were analyzed using SPSS version 20. Besides that, tensile strength test was done using Testometric machine (STM 566) to test on the fabric and seam elongation break (stretch ability), and force break (strength). Preliminary study that included observations and survey questionnaires was conducted to gain information on the preferences of the Malaysian market. Findings from this study showed there is a significant relationship of fabric, seam and design in producing body contouring jeans suitable for Malaysian women. With the production of these attires it will help to enhance the innovation in textile design technology besides establishing good collaboration between the design experts and manufacturing companies.

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